

# Order Item Summary

CBS TELEVISION STATIONS



WCBS-TV

Order ID: 57972 UN LOC-POL FBD - LBD: 10/08/12 - 10/14/12 HL#: Created: 09/04/12 02:48 PM  
 Client: GILLIBRAND FOR SENATE (303626) CPE: / / 11699 Agency Commission: 15 % Updated: MQUIRK on 09/04/12 02:59 PM  
 Agency: MEDIA STRATEGIES & RESEARCH Product: Gillibrand for Senate 2012 Self :05:00 \*\*UNCONFIRMED\*\*  
 Buyer: Rachael Beale Demo: P25-54 DMA RTG Sched. Code: Z \*\*PRINT REQUIRED\*\*  
 AE: VINCENT MCCARTHY-WCBS-TV Billing Int: Monthly BM: SS  
 Share: 0% WABC: 0% WNBC: 0% WNYW: 0% WPIX: 0% WWOR: 0% WPXN: 0% WLNY: 0% OTHER: 0% CABLE: 0%

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 001  | A M5-6A    | * * W * * * * | NEWS          | 30  |    |         |            | 0.0    | \$600.00 | 1     | \$600.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/10/12   | 10/10/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class  | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|-------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 002  | A MLOCAL6AM | 1 1 1 1 1 0 0 | NEWS          | 30  |    |         |            | 0.0    | \$1,200.00 | 5     | \$6,000.00 |    |     |
|      | LUR         |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u>  | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12    | 10/12/12      | 5             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate     | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|------------|----|-----|
| 003  | A MEARLY   | 1 1 1 1 1 0 0 | NEWS          | 30  |    |         |            | 0.0    | \$600.00 | 5     | \$3,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |          |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |            |    |     |
|      | 10/08/12   | 10/12/12      | 5             |     |    |         |            |        |          |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 004  | A WCBSSAT  | * * * * * S * | MORN          | 30  |    |         |            | 0.0    | \$600.00 | 1     | \$600.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/13/12   | 10/13/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 005  | A WCBSSUN  | * * * * * S   | MORN          | 30  |    |         |            | 0.0    | \$3,500.00 | 1     | \$3,500.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 006  | A DPRICE1  | 0 1 0 0 1 0 0 | PRCE          | 30  |    |         |            | 0.0    | \$1,500.00 | 2     | \$3,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/09/12   | 10/14/12      | 2             |     |    |         |            |        |            |       |            |    |     |

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Client: GILLIBRAND FOR SENATE (303626) CPE: / / 11699 Agency Commission: 15 % Updated: MQUIRK on 09/04/12 02:59 PM

Agency: MEDIA STRATEGIES & RESEARCH Product: Gillibrand for Senate 2012 Self :05:00 \*\*UNCONFIRMED\*\*

Buyer: Rachael Beale Demo: P25-54 DMA RTG Sched. Code: Z \*\*PRINT REQUIRED\*\*

AE: VINCENT MCCARTHY-WCBS-TV Billing Int: Monthly BM: SS

Share: 0% WABC: 0% WNBC: 0% WNYW: 0% WPIX: 0% WWOR: 0% WPMX: 0% WLNY: 0% OTHER: 0% CABLE: 0%

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 007  | A NNOON1   | * * * T * * * | NEWS          | 30  |    |         |            | 0.0    | \$1,000.00 | 1     | \$1,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/11/12   | 10/11/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class      | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|-----------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 008  | A 13:30 - 14:00 | M * * * * *   | SOAP          | 30  |    |         |            | 0.0    | \$1,000.00 | 1     | \$1,000.00 |    |     |
|      | LUR             |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u>      | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12        | 10/08/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 009  | A DPHIL    | 0 1 0 1 1 0 0 | PHIL          | 30  |    |         |            | 0.0    | \$1,000.00 | 3     | \$3,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/09/12   | 10/12/12      | 3             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 010  | A EJUDY    | 1 1 1 1 1 0 0 | EFG           | 30  |    |         |            | 0.0    | \$1,400.00 | 5     | \$7,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12   | 10/12/12      | 5             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total       | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|-------------|----|-----|
| 011  | A ENEWS5P  | 1 1 1 1 1 0 0 | NEWS          | 30  |    |         |            | 0.0    | \$3,000.00 | 5     | \$15,000.00 |    |     |
|      | CDR-NP     |               |               |     |    |         |            |        |            |       |             |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |             |    |     |
|      | 10/08/12   | 10/12/12      | 5             |     |    |         |            |        |            |       |             |    |     |

| Item | Time Class      | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total       | NR | A/G |
|------|-----------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|-------------|----|-----|
| 012  | A 18:00 - 18:30 | 1 1 1 1 1 0 0 | NEWS          | 30  |    |         |            | 0.0    | \$2,700.00 | 5     | \$13,500.00 |    |     |
|      | CDR-NP          |               |               |     |    |         |            |        |            |       |             |    |     |
|      | <u>FBD</u>      | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |             |    |     |
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| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 013  | A AINSIDER | 1 1 1 1 0 0 0 | ACC           | 30  |    |         |            | 0.0    | \$2,400.00 | 4     | \$9,600.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12   | 10/11/12      | 4             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 014  | A AET730   | 1 0 1 1 1 0 0 | ACC           | 30  |    |         |            | 0.0    | \$2,400.00 | 4     | \$9,600.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12   | 10/12/12      | 4             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 015  | A AETSAT   | * * * * * S * | ACC           | 30  |    |         |            | 0.0    | \$1,200.00 | 1     | \$1,200.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/13/12   | 10/13/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class   | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate        | Spots | Total       | NR | A/G |
|------|--------------|---------------|---------------|-----|----|---------|------------|--------|-------------|-------|-------------|----|-----|
| 016  | A PBROKE*M&M | M * * * * *   | REGP          | 30  |    |         |            | 0.0    | \$30,000.00 | 1     | \$30,000.00 |    |     |
|      | LUR          |               |               |     |    |         |            |        |             |       |             |    |     |
|      | <u>FBD</u>   | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |             |       |             |    |     |
|      | 10/08/12     | 10/08/12      | 1             |     |    |         |            |        |             |       |             |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate        | Spots | Total       | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|-------------|-------|-------------|----|-----|
| 017  | A PNCISLA  | * T * * * * * | REGP          | 30  |    |         |            | 0.0    | \$20,000.00 | 1     | \$20,000.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |             |       |             |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |             |       |             |    |     |
|      | 10/09/12   | 10/09/12      | 1             |     |    |         |            |        |             |       |             |    |     |

| Item | Time Class  | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|-------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 018  | A P48HRSA10 | * * * * * S * | REGP          | 30  |    |         |            | 0.0    | \$7,500.00 | 1     | \$7,500.00 |    |     |
|      | LUR         |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u>  | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/13/12    | 10/13/12      | 1             |     |    |         |            |        |            |       |            |    |     |

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| Item | Time Class  | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate        | Spots | Total       | NR | A/G |
|------|-------------|---------------|---------------|-----|----|---------|------------|--------|-------------|-------|-------------|----|-----|
| 019  | A PWIFESUN9 | * * * * * S   | REGP          | 30  |    |         |            | 0.0    | \$25,000.00 | 1     | \$25,000.00 |    |     |
|      | LUR         |               |               |     |    |         |            |        |             |       |             |    |     |
|      | <u>FBD</u>  | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |             |       |             |    |     |
|      | 10/14/12    | 10/14/12      | 1             |     |    |         |            |        |             |       |             |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total       | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|-------------|----|-----|
| 020  | A NLATE1   | 1 1 1 1 1 0 0 | NEWS          | 30  |    |         |            | 0.0    | \$3,500.00 | 5     | \$17,500.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |             |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |             |    |     |
|      | 10/08/12   | 10/12/12      | 5             |     |    |         |            |        |            |       |             |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 021  | A NLATE1   | * * * * * S * | NEWS          | 30  |    |         |            | 0.0    | \$3,500.00 | 1     | \$3,500.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/13/12   | 10/13/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | P25-54 | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 022  | A LETTER1  | 1 0 1 0 1 0 0 | LETT          | 30  |    |         |            | 0.0    | \$1,800.00 | 3     | \$5,400.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |            |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/08/12   | 10/12/12      | 3             |     |    |         |            |        |            |       |            |    |     |

## Order Totals

| Order Section       | Confirmed Quantity | Revised Quantity | Confirmed Total |         | Revised Total |              |
|---------------------|--------------------|------------------|-----------------|---------|---------------|--------------|
|                     |                    |                  | Gross Amt       | Net Amt | Gross Amt     | Net Amt      |
| Spot Buy Lines      | 0                  | 57               | \$0.00          | \$0.00  | \$186,500.00  | \$158,525.00 |
| Installments        | 0                  | 0                | \$0.00          | \$0.00  | \$0.00        | \$0.00       |
| Ancillary Buy Lines | 0                  | 0                | \$0.00          | \$0.00  | \$0.00        | \$0.00       |
| Order Totals:       |                    |                  | \$0.00          | \$0.00  | \$186,500.00  | \$158,525.00 |